**Media Studies Business Unit Test Review Sheet/ Journals**

**Study Guide April 2014**

1. Marketing Terms. Define:

Advertising, positioning, marketing, brand image, positively good, psychographics, V.A.L.S., Subliminal Advertising, Product Placement,

Clutter, Narrowcasting, Big Idea, Branding/Brand Image, Shock.

2. Understand the 8 methods of creating EMOTIONAL APPEAL when deconstructing ads.. **Models** (people, animals, animated characters, social status, relationships, etc.), **Setting** (location, meaning of location, time, era, lighting, natural or artificial, values expressed),

**Details**(clothing, jewellery, price tages – nothing no matter how small is included by accident.), **Story** (what is happening?), **Copy** (words, written or spoken), **Point of View** (close up, long shot, high angle, low angle, sharing perspective), **Colour** (bright & cheerful, warm, comforting, cool & professional, every colour suggests a mood or tone), **Technical Effects** (memorable or noticeable effects, animation, JPM, surprises)

Note: this question is 16 marks on the test. 8 marks to find evidence from the sample ad and 8 marks explaining how they were used effectively in the sample ad.

3. Know the FIVE basic VALS Psychographics types, the percent of the population, Two Characteristics, a Hope, a Fear and their purchasing Tastes.

4. Understand (at least three reasons ) what is BAD about:

 Corporate Sponsorship, Media Monopolies/Consolidation, Narrowcasting, Clutter and Branding.

5. **Fads and Trends.** Identify a fad and be able to connect it to a Faith Popcorn Trend.

To get started on the Next set of Journals answer the following:

11. What are the dangers of media monopolies?

12. What fad did you like as a kid? What did you like about it?  What Faith Popcorn Trend does it relate to?